

*City of Las Vegas*

**AGENDA MEMO - PLANNING**

**DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: APRIL 17, 2012**  
**DEPARTMENT: PLANNING**  
**ITEM DESCRIPTION: ABEYANCE - ARC-44579 – APPLICANT: 601 FREMONT, LLC - OWNER: CITY OF LAS VEGAS**

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**\*\* STAFF RECOMMENDATION(S) \*\***

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
<b>ARC-44579</b>	Staff recommends APPROVAL, subject to conditions:	

**\*\* CONDITIONS \*\***

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**ARC-44579 CONDITIONS**

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*Planning*

1. Conformance to the sign elevations and documentation as submitted and date stamped 03/28/12 in conjunction with this request, except as modified herein.
2. An encroachment permit approved by the Department of Public Works shall be required for all signage that encroaches into the public right-of-way prior to installation of such signage.
3. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
4. Minor modifications may be approved by the Urban Design Coordinator of the Department of Planning.
5. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
6. All City Code requirements and design standards of all City departments must be satisfied.

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**\*\* STAFF REPORT \*\***

**PROJECT DESCRIPTION**

The applicant is requesting a sign design review for one projecting marquee sign at 601 Fremont Street, located within the Downtown Entertainment Overlay District. The sign is intended to advertise the Tavern-Limited Establishment approved for the site. Sign “BG-2” is proposed to be placed above the corner entrance of the building at the intersection of 6th Street and Fremont Street. A separate projecting sign on the north elevation of this building was previously approved by the DDRC. The approved sign is not shown on the drawings provided.

Sign “BG-2” is an 11-foot tall by 22-foot wide bull nose sign (i.e., single-faced) that projects approximately 4.5 feet into the public right-of-way from above the entrance at the northwest corner of the building. Its cabinet is triangular shaped with a red-orange background; the sides of the triangle are angled inward to face the north and west sides of the building, and they contain chasing clear bulb lights along a gold painted border. The gold border is mounted on a dark green painted metal backing that flares out on both sides to contain the image of an eight-ball. Exposed green neon overlays the green backing and outlines the eight-ball images. Each face of the triangle contains the aluminum cut-out images of a billiard cue stick, eight-ball and cocktail glass, which are outlined with yellow and green exposed neon. The lower portion of the sign (below the images) contains a 16-foot gold painted background with 18-inch internally illuminated red channel letters spelling “Backstage Bar & Billiards.” The letters are backlit by red neon tubing. Underneath this marquee is a third strip of chasing clear bulb lights similar to those along the sides of the sign. Recessed lighting on the underside of the marquee will provide increased evening visibility.

The proposed sign meets the minimum signage requirements for the Downtown Entertainment Overlay District, including illumination. The sign is also within the allowed encroachment distance from the existing building and meets clearance requirements, and thus should not affect activity within the right-of-way. Staff therefore recommends approval. If this request is denied, the signage as proposed will not be permitted. The applicant may appeal the board’s decision or present a redesigned sign at a future date. If approved, a permit cannot be issued for 10 days, after which the appeal period will have expired.

**ISSUES**

- A sign design for this location on the building was previously submitted for inclusion in the sign package for ARC-43659, but was not approved as part of that design review. The proposed sign reflects a new design.

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**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc</i></b>	
03/15/06	The Downtown Entertainment Overlay District Design Review Committee approved a request for a Master Sign Plan and Exterior Elevation Review (ARC-15449) for a proposed Tavern-Limited Establishment at 601 Fremont Street. Staff recommended approval.
09/20/06	The City Council approved a request for a Special Use Permit (SUP-15037) for a proposed Tavern-Limited Establishment at 601 Fremont Street. The Planning Commission and staff recommended approval.
09/05/07	The Downtown Entertainment Overlay District Design Review Committee approved a request for a Master Sign Plan and Exterior Elevation Review (ARC-23943) for the proposed Tavern-Limited Establishment at 601 Fremont Street. Staff recommended approval.
03/11/08	The Downtown Entertainment Overlay District Design Review Committee approved a request for a Master Sign Plan and Exterior Elevation Review (ARC-27073) for the proposed Tavern-Limited Establishment at 601 Fremont Street. Staff recommended approval.
11/07/07	The City Council approved an Extension of Time (EOT-24712) of an approved Special Use Permit (SUP-15037) for a proposed Tavern-Limited Establishment at 601 Fremont Street. The Planning Department staff recommended approval.
10/07/09	The City Council approved an Extension of Time (EOT-35796) of an approved Special Use Permit (SUP-15037) for a proposed Tavern-Limited Establishment at 601 Fremont Street. The Planning Department staff recommended approval.
06/28/11	Department of Planning staff administratively approved a Minor Amendment (SUP-41937) of a previously approved Special Use Permit (SUP-15037) for the addition of 2,700 square feet of floor area to a proposed 11,085 square-foot Tavern-Limited Establishment at 601 Fremont Street.
11/15/11	The Downtown Design Review Committee approved a 100 square-foot projecting sign for a previously approved Tavern-Limited Establishment at 601 Fremont Street.
03/20/12	The Downtown Design Review Committee abeyed this item to the 04/17/12 DDRC meeting in order to allow staff to review a revised design for the subject sign.

<b><i>Most Recent Change of Ownership</i></b>	
12/12/05	A deed was recorded for a change in ownership.

<b><i>Related Building Permits/Business Licenses</i></b>	
There are no building permits or business licenses relevant to the subject site.	

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<i>Pre-Application Meeting</i>	
02/14/12	A pre-application meeting was held with the applicant to discuss submittal requirements for a sign design review. It was verified that the plans to be submitted were unchanged from the previous submittal. Only Sign "BG-2" is proposed as part of this submittal.

<i>Field Check</i>	
03/23/12	The subject building is vacant and the facades are in good condition. Doors and windows are covered by painted panels. There are no signs currently on the building.

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Vacant	C (Commercial)	C-2 (General Commercial)
North	Hotel	C (Commercial)	C-2 (General Commercial)
	Gaming Establishment, Non-restricted		
South	Multi-Family Residential	C (Commercial)	C-2 (General Commercial)
East	General Retail Store	C (Commercial)	C-2 (General Commercial)
	Hotel		
	Parking Lot (Commercial)		
West	General Retail Store	C (Commercial)	C-2 (General Commercial)
	Hotel		

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Master Plan Area</b>			
Downtown Centennial Plan	X		Y
<b>Special Purpose and Overlay Districts</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Purpose and Overlay Districts</b>			
DCP-O (Downtown Centennial Plan Overlay District) (Fremont East)	X		Y
DE-O (Downtown Entertainment Overlay District)	X		Y
Live/Work Overlay District	X		N/A
<b>Las Vegas Redevelopment Plan Area</b>	X		Y

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**DEVELOPMENT STANDARDS**

<i>Sign BG-2</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	1 per entrance	1 at corner entrance	Y
Maximum Area	1,500 SF	441 SF	Y
Maximum Coverage	50% of wall area above 10 feet from sidewalk	Less than 50% coverage of eligible wall area	Y
Maximum Height	< 20 feet above parapet	11 feet total, 0 feet above parapet	Y
Maximum Projection	8-foot encroachment into ROW	4.5-foot encroachment into ROW	Y
Minimum Clearance	10 vertical feet from sidewalk	14 vertical feet from sidewalk	Y
Illumination	Internal/external/EMU; 50% neon and/or animation	70% neon and/or animated	Y

**ANALYSIS**

The subject property is located within the Fremont East District of the Downtown Centennial Plan Overlay District (DCP-O). Design, installation and maintenance of all signage within the Fremont East District are subject to the standards contained in Title 19.10.100, in addition to the standards required by other overlay districts as described below.

The property is located within the Downtown Entertainment Overlay District (DE-O). The DE-O District is intended to encourage the restoration of downtown Las Vegas as a dynamic, vibrant center for the Las Vegas Valley. Development within the overlay is subject to special standards in addition to those for the current zoning district, such as liquor establishment separation distance, parking and signage, which are contained in Title 19.10.120. Proposed signs within the DE-O are required to contain exposed neon and/or LED illumination and animation, or a combination thereof, for at least 50 percent of the total surface area of the signage. Approximately 70 percent of Sign "BG-2" contains exposed neon and animation in conformance with the standard.

Title 19.10.100 allows proposed signage to encroach up to eight feet into the public right-of-way without a waiver. Sign "BG-2" would encroach approximately 4.5 feet in the right-of-way, as there is no building setback. The sign has adequate vertical clearance from the sidewalk and should not pose a threat to public health, safety or welfare. An encroachment permit must be approved and obtained prior to installation of any sign that encroaches into the right-of-way.

Sign "BG-2" is the only sign under consideration by this review. A narrow projecting sign on the north elevation was approved by the DDRC on 11/15/11, and other signage indicated on the elevations is conceptual and not a part of this review.

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**FINDINGS**

The proposed sign conforms to all Title 19 sign requirements and no waivers are requested. The sign design also meets the intent of the Downtown Entertainment Overlay District. Therefore, staff recommends approval with conditions.